



# STRATEGIC FRAMEWORK

Building on 45 Years of Success

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*2025 TO 2030*





## OUR LEGACY

Since 1980, Marin Agricultural Land Trust has protected nearly 59,000 acres—well over half of Marin’s privately-owned, productive agricultural land.

This remarkable achievement has created a foundation for thriving local food systems, vibrant agricultural communities, and significant environmental benefits for everyone in our region.

However, today’s challenges are different from those we faced at our founding. While development pressure was once the primary threat, we now focus on economic viability of agriculture, supporting the next generation of farmers and ranchers, and building resilience against climate change.

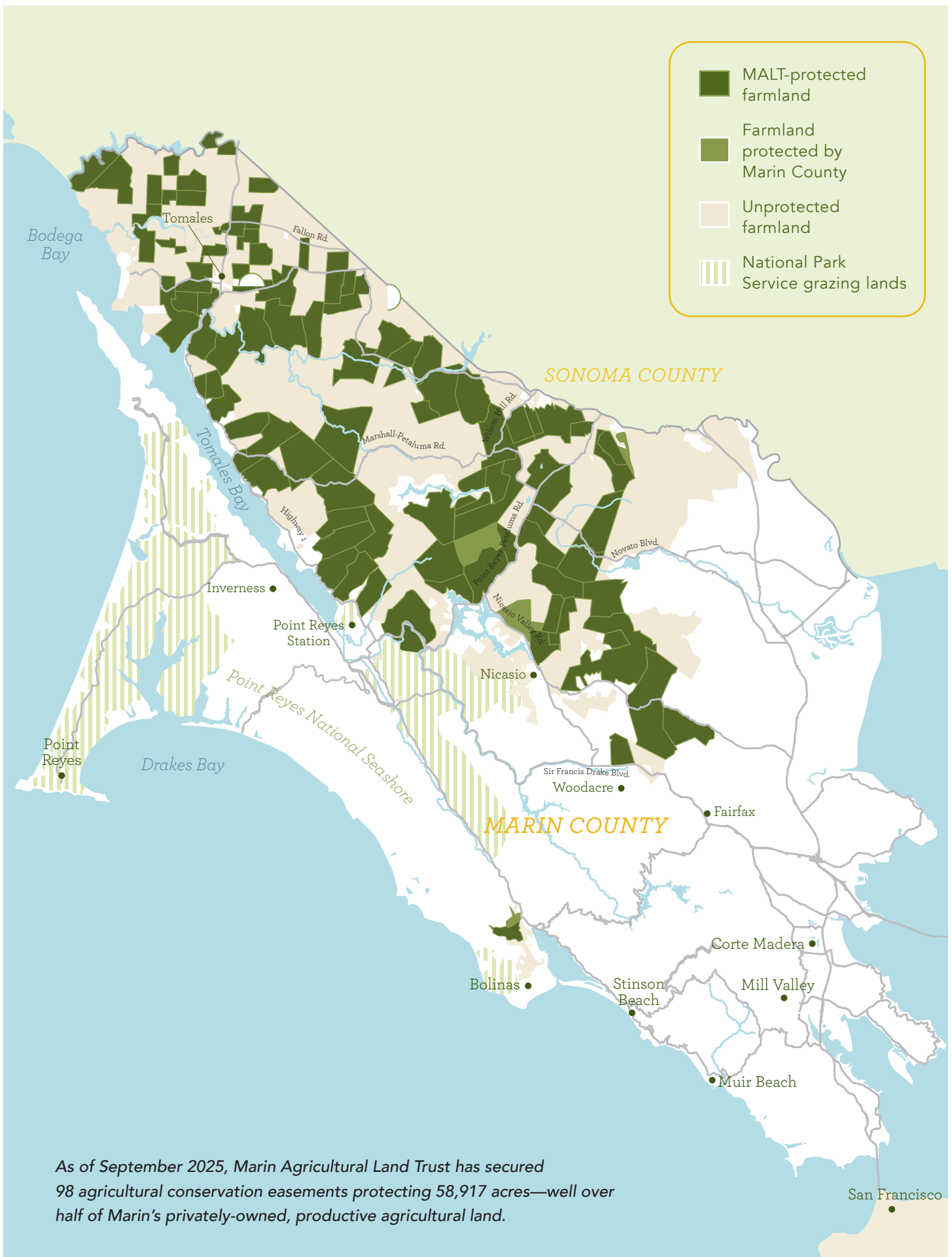
We’re also committed to increasing equity in access to agricultural land and affordable housing for agricultural workers.

When MALT was founded, acquiring new agricultural conservation easements was the primary strategy to achieve its mission. MALT will continue this commitment to protecting more farmland.

Our 2025 - 2030 strategic framework expands our focus beyond land protection to emphasize active stewardship and strategic partnerships that help ensure agriculture and a diverse, inclusive agricultural community can thrive in Marin.

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*MALT’s conservation easements create a ripple effect throughout Marin, supporting local food security, protecting watershed health, and preserving the rural character that defines our community—see the broader impact of agricultural land protection at [malt.org/our-impact](https://malt.org/our-impact)*







MALT founders Phyllis Faber (left) & Ellen Straus. Photo courtesy of Art Rogers

## OUR VISION & MISSION

Our vision is for Marin County's protected farmland to support a thriving agricultural community and local food system in a healthy environment, benefiting everyone in the region and beyond.

And MALT's mission is to permanently protect Marin's agricultural land for agricultural use.



### OUR GUIDING PRINCIPLES

- Protecting agricultural land forever is our primary commitment
- Well-stewarded agricultural land provides unparalleled environmental benefits
- A healthy local food system requires a viable local agricultural economy
- We are committed to advancing social and racial justice in all aspects of our work
- Our work is built on authentic partnerships

## MALT'S MISSION AND STRATEGIC PILLARS



### How We Create Impact: Five Strategic Pillars

MALT protects and stewards agricultural land, working with partners to support the long-term viability of agriculture in Marin through five interconnected approaches:

#### 1. Support a Healthy Local Food System

Permanently protect farmland and collaborate with partners on policy advocacy, economic development, and expanding access to land and affordable housing for workers.

#### 2. Expand Environmental Benefits

Protect, restore, and improve agricultural lands to support healthy soil, clean water, and biodiversity.

#### 3. Build Climate Resilience

Accelerate climate smart agricultural practices to support long-term agricultural viability, ecological health, and community well-being.

#### 4. Connect With Community

Create outreach and opportunities to connect community members with farmland and farmers, while understanding diverse agricultural community needs.

#### 5. Strengthen Our Organization

Position MALT for success and longevity. Take a long-term view in cultivating donors and diversifying funding sources. Foster an organizational culture that attracts strong and inclusive staff and board.



## Key Goals for 2025 - 2030

When MALT was founded, acquiring new agricultural conservation easements was the primary strategy to achieve our mission. MALT will continue its commitment to protecting more farmland. Our strategic framework focuses on three major areas for expanded impact:

### Innovative Land Stewardship

- Acquire a flagship agricultural property where MALT can demonstrate innovative stewardship practices, create educational opportunities, and showcase solutions for land access and agricultural worker housing
- Expand climate smart stewardship programs providing both financial and technical assistance to help agriculturalists improve soil and water quality while strengthening climate resilience
- Develop and partner on landscape-scale conservation programs addressing issues like prescribed fire and creek conservation

### Agricultural Viability & Equity

- Work with partners to expand access to farmland for the next generation of diverse farmers and ranchers
- Support affordable housing initiatives for agricultural workers, including outreach and assistance to owners of protected land
- Advocate for supportive policies that generate funding for land protection and stewardship, and agricultural viability
- Build partnerships with agricultural training programs to support the next generation of farmers and ranchers

### Community Connection

- Launch a public awareness campaign highlighting the multiple benefits of protecting and stewarding agricultural land, and local food systems
- Strengthen engagement with diverse agricultural communities, to better understand community needs, from landowners to agricultural workers
- Create outreach and educational opportunities to connect community members with farmland and its benefits



## Supporting Our Mission

### Organizational Strengthening

To achieve these ambitious goals, MALT is strategically building capacity in key areas:

- Stewardship, land management, and community engagement
- Grant writing and public funding management
- Policy and government relations capabilities
- Board of Directors members who account for the needs of our organization and community

### Financial Sustainability

We're working toward a sustainable funding model that includes:

- Diversifying revenue streams beyond traditional donations
- Building programmatic work supported by public funding and grants
- Cultivating the next generation of major donors
- Growing planned giving programs for long-term sustainability

### Partnership Approach

Success requires collaboration. We're strengthening partnerships with:

- Agricultural community members, from landowners to workers
- Community-based organizations
- Government agencies
- Indigenous groups
- Housing and policy advocates



### Your Investment in Marin's Future

Your support enables MALT to build on 45 years of conservation success while adapting to meet today's challenges. Together, we're ensuring that Marin's agricultural lands continue to:

#### Feed Our Communities

Through a robust local food system that connects consumers with local producers and builds food security.

#### Protect Our Environment

Through climate smart stewardship that enhances soil health, water quality, and biodiversity.

#### Support Rural Livelihoods

For current and future agriculturalists through viable economic opportunities and equitable access to land.

#### Preserve Our Landscape

For generations to come, maintaining the scenic beauty and agricultural heritage that defines Marin.





## **A Pivotal Moment**

The next five years represent a critical time for agriculture in Marin County. With your partnership, MALT will continue leading innovative conservation that serves our entire community while building a more equitable and resilient agricultural future.

### **Looking Ahead**

From our protection of 59,000 acres to our vision for the next generation of farmers and climate resilient agriculture, MALT continues to evolve while staying true to our core mission. Your investment ensures that Marin's agricultural lands will thrive as working landscapes that benefit everyone—today and for generations to come.

This framework was developed in 2025 with extensive input from staff, board members, and community partners to guide MALT's work through 2030.





**Learn more about MALT's new Strategic Framework:**  
**[malt.org/strategy](https://malt.org/strategy)**



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